




BUS₂BUS

THE MOBILITY TRADE SHOW
BERLIN, 24–25 APRIL 2024




ONSITE ADVERTISING PORTFOLIO FOR EXHIBITORS

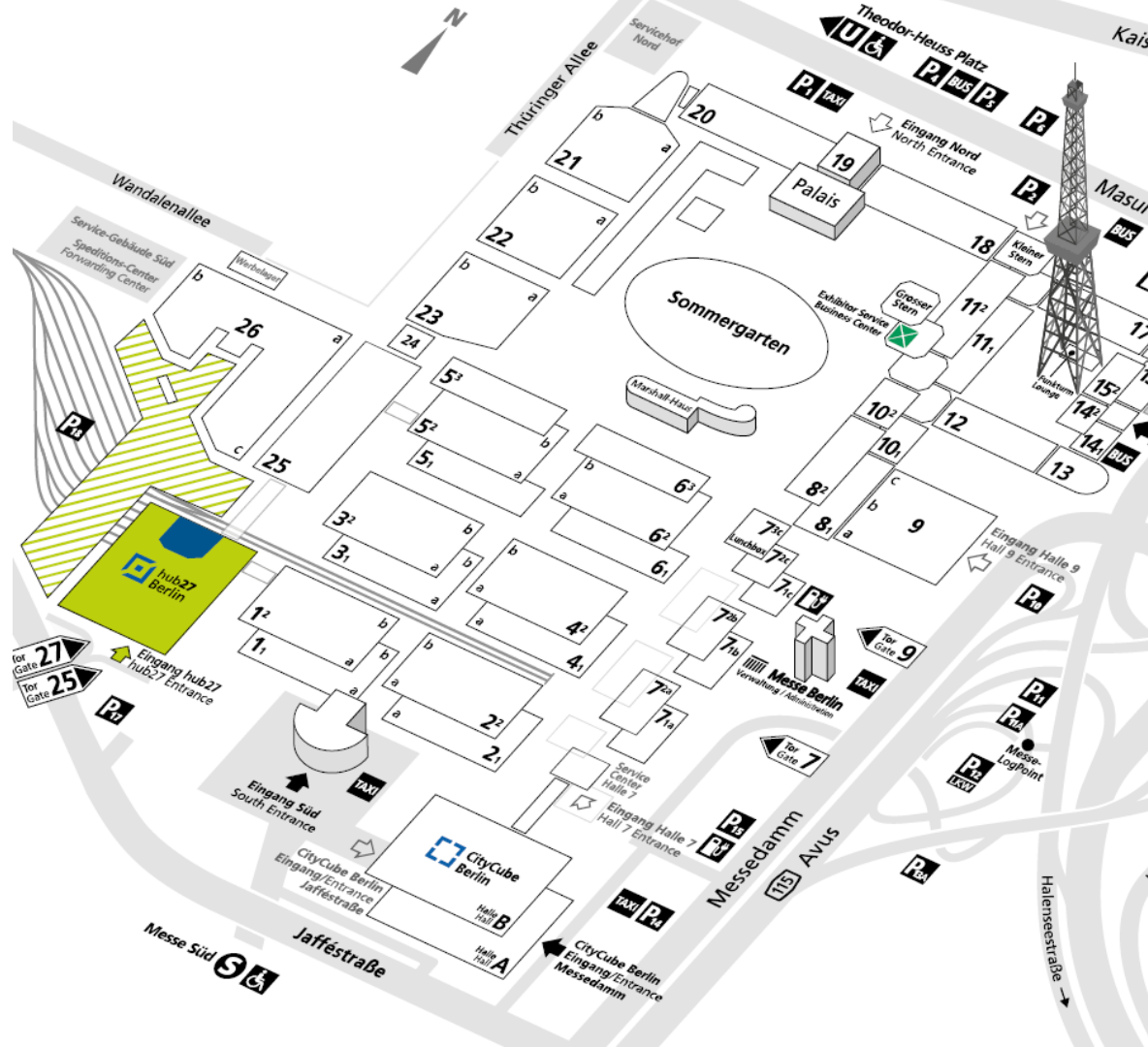
BERLIN EXPOCENTER CITY SITE MAP 2024

 Eingang hub27
hub27 Entrance

 Fachmesse
Trade Show

 Future Forum
Future Forum

 Außenbereich
Outdoor Display



OUR PORTFOLIO IS MULTIFACETED



Promotion



Sponsoring



Advertising Spaces

TABLE OF CONTENTS



ADVERTISING OPPORTUNITIES / LOCATIONS	PAGE
<u>PROMOTION & SPONSORING</u>	<u>5</u>
<u>ADVERTISING SPACES</u>	<u>8</u>
<u>HUB27</u>	<u>8</u>
<u>“MESSEDAMM” HIGH TRAFFIC AREA</u>	<u>21</u>
<u>SANITARY FACILITIES</u>	<u>24</u>
<u>TEAM / CONTACT</u>	<u>27</u>

PROMOTION & SPONSORING



PROMOTION



Assignment of Promoters

Description A promotion team appointed by the exhibitor distributes fancy give-aways and informative advertising material during the show on the exhibition site. This opportunity enhances the exhibitor's presence and guides visitors to his stand.

825.00 EUR promotion license per person

Promotion License Important note: Personnel and storage costs as well as advertising material etc. are not included.

Status Availability upon request.

Promotion Spaces for Inflatables or other Mobile Exhibits

Description An eye-catching advertising inflatable or mobile exhibit supplied by the exhibitor is placed at a highly frequented location as for example in the entrance area to hub27. A detailed overview of all positions will be gladly provided anytime.

Hire Charge from 7,660.00 EUR per position

Status Availability upon request.

SPONSORING



Sponsoring of Fabric Bags, double-sided print

Description	exclusive sponsoring of 3,000 bags which will be distributed at the information counters on the exhibition site: co-branding BUS2BUS and exhibitor advertising
Sponsoring License	3,115.00 EUR for 3,000 bags
Production/ Delivery	from 5,130.00 EUR for 3,000 bags (exact price depending on material, design and order date)

Deadline for data delivery: 12. March 2024

Important note: The sponsor can produce and deliver the bags on his own expense.

Status Availability upon request.

Sponsoring of Lanyards for Visitors, Journalists & Exhibitors

Description	exclusive sponsoring of up to 3,000 lanyards handed out to exhibitors, trade visitors and journalists at the information counters on the exhibition site
Sponsoring License	3,430 EUR for 3,000 lanyards
Production/ Delivery	from 2,850.00 EUR for 3,000 lanyards (exact price depending on material, design and order date)

Deadline for data delivery: 12. March 2024

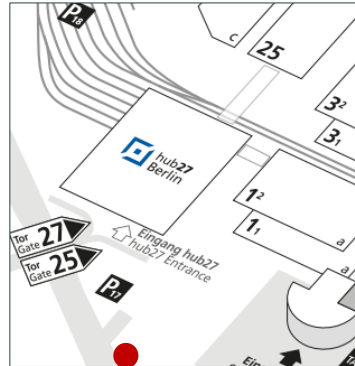
Important note: The sponsor can produce and deliver the lanyards on his own expense.

Status Availability upon request.

ADVERTISING SPACES HUB27



HUB27 – OUTDOORS



1 Advertising Tower at the Main Road leading to hub27, 4-sided

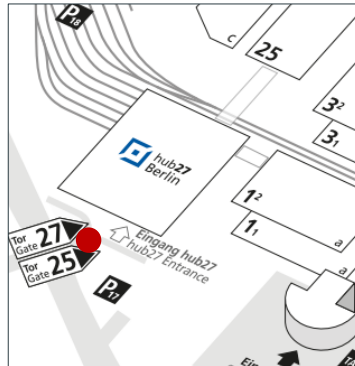
Location at the access to the parking areas of hub27 at the main access road »Jaffestraße«

Size (w x h) east side & west side: 5.75 m x 8.11 m each
north side & south side: 8.75 m x 8.11 m each

Hire Charge east & west side: 7,660.00 EUR each
north & south side: 4,275.00 EUR each

Production/ Installation east & west side: 4,015.00 EUR each
north & south side: 2,665.00 EUR each

Status [Availability upon request.](#)



1 Advertising Tower at the Access to hub27, 2-sided

Location at the access to Gates 25/27/hub27 at the main access road »Jaffestraße«

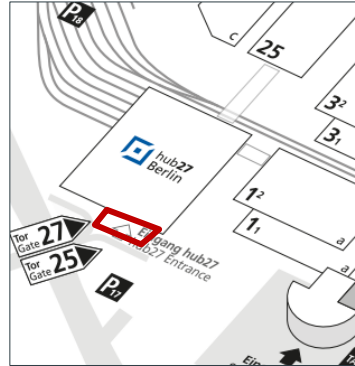
Size (w x h) 3.94 x 9.25 m per banner (2 sides in total)

Hire Charge 7,355.00 EUR for both banners

Production/ Installation 3,805.00 EUR for both banners

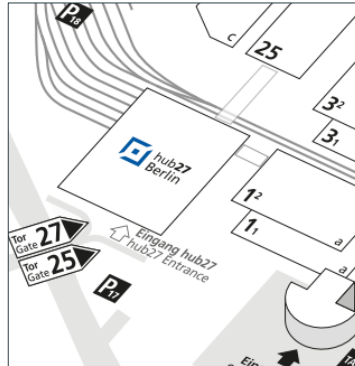
Status [Availability upon request.](#)

HUB27 – OUTDOORS



Mobile Advertising Towers, each 4-sided

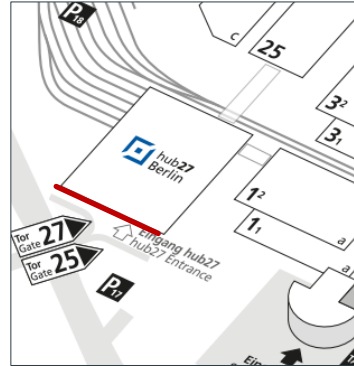
- Location** outdoor positions by arrangement: e.g. directly in the entrance area to hub27
- Size (w x h)** small version: 2.302 m x 4.15 m per side (4 sides per tower)
large version: 3.302 m x 6.15 m per side (4 sides per tower)
- Hire Charge** small version: 4,240.00 EUR per 4-sided tower
large version: 8,475.00 EUR per 4-sided tower
- Production/ Installation** small version: 2,970.00 EUR per 4-sided tower
large version: 4,995.00 EUR per 4-sided tower
- Status** [Availability upon request](#)



Mobile Flagpoles

- Location** mobile flagpoles outdoors > positioning by arrangement
- Size (w x h)** 1.50 m x 4.00 m per flag
approx. 6 m height per pole
- Hire Charge** 505.00 EUR per flag and pole
- Production/ Installation** on demand
(depending on position, quantity, layout and finishing)
- Status** [Availability upon request](#)

HUB27 – OUTDOORS



Mega-Banners at hub27 facing the Main Road and the Car Park

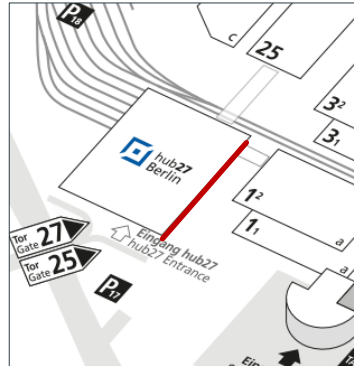
Location banners at the southern facade of hub27 (see red marks on the left photo) facing Main Road/ "Jaffestraße" and car park (other sizes, positions and formats possible)

Size (w x h)
 position 1: approx. 17.50 m x 5.75 m
 position 2: approx. 8.60 m x 5.75 m
 position 3: approx. 17.35 m x 15.00 m

Hire Charge position 1: 9,985.00 EUR >> position 2: 5,550.00 EUR >> position 3: 24,700.00 EUR

Production/ Installation position 1: 6,345.00 EUR >> position 2: 4,700.00 EUR >> position 3: 12,910.00 EUR

Status Availability upon request.



Mega-Banners at hub27 facing Entrance South and Hall 1

Location banners at the eastern facade of hub27 (see red marks on the left photo) facing Entrance South and Hall 1 (other sizes, positions and formats possible)

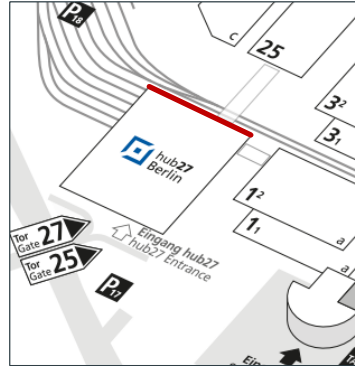
Size (w x h)
 position 1: approx. 19.60 m x 5.75 m
 position 2: approx. 7.30 m x 14.95 m
 position 3: approx. 7.05 m x 14.95 m

Hire Charge position 1: 11,180.00 EUR >> position 2: 10,825.00 EUR >> position 3: 10,445.00 EUR

Production/ Installation position 1: 5,630.00 EUR >> position 2: 5,490.00 EUR >> position 3: 5,370.00 EUR

Status Availability upon request.

HUB27 – OUTDOORS



Mega-Banners at hub27 on the North Side

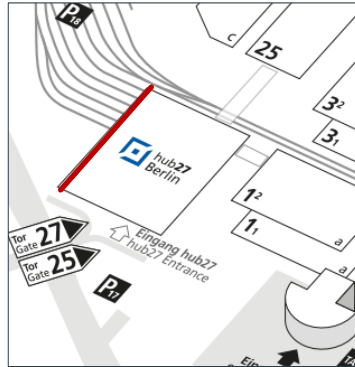
Location banners on the northern facade of hub27 facing Hall 25 (other sizes, positions and formats possible)

Size (w x h) e.g. 14.60 m x 6.70 m

Hire Charge e.g. 9,705.00 EUR

Production/ Installation e.g. 5,320.00 EUR

Status Availability upon request



Mega-Banners at hub27 on the West Side

Location banners on the western facade of hub27 facing the outdoor display (other sizes, positions and formats possible)

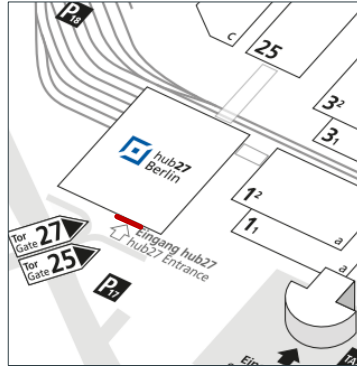
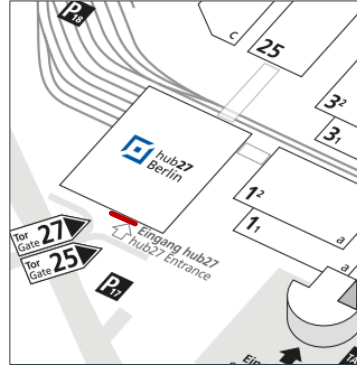
Size (w x h) e.g. 14.60 m x 6.70 m

Hire Charge e.g. 9,705.00 EUR

Production/ Installation e.g. 5,320.00 EUR

Status Availability upon request

HUB27 – OUTDOORS



Option A: 1 Entrance Banner to hub27

Location directly above the entrance doors to hub27

Size (w x h) approx. 33.00 m x 1.835 m in total
(smaller sizes and formats on demand)

Hire Charge max. 7,925.00 EUR

**Production/
Installation** max. 3,780.00 EUR

Status Availability upon request.

Option B: Entrance Brandings to hub27

Location self-adhesive foils on the windows above the entrance doors to hub27

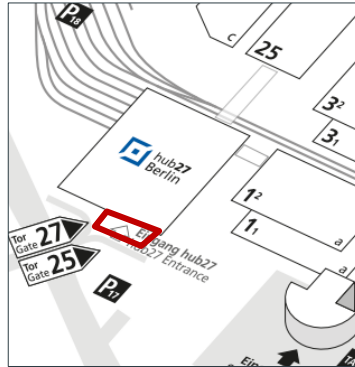
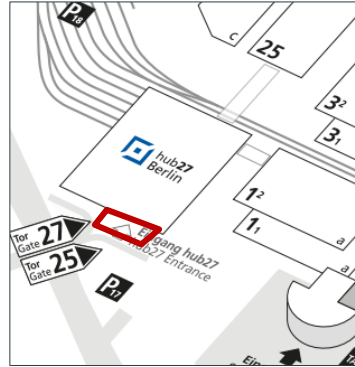
Size (w x h) e.g. 2.34 m x 1.00 m per branding
(other formats and positions on demand)

Hire Charge e.g. 305.00 EUR per branding

**Production/
Installation** e.g. 150.00 EUR per branding

Status Availability upon request.

HUB27 – OUTDOORS



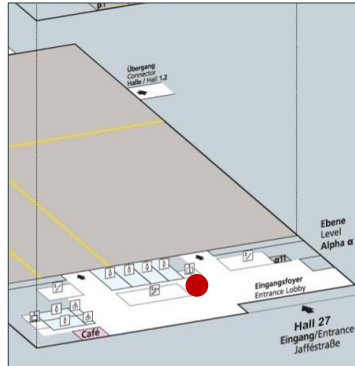
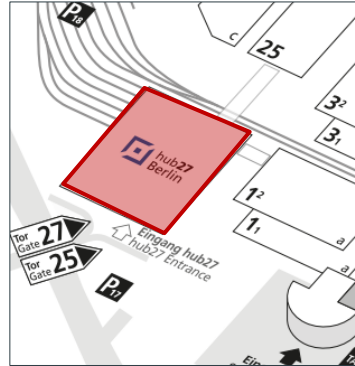
4 Pillar Brandings at the Entrance Area to hub27, each 4-sided

- Location** up to 4 pillar brandings side by side at the entrance to hub27, each 4-sided
- Size (w x h)** complete version: 0.55 m x 4.10 m per side (see red marks on the left picture)
short version: 0.55 m x 2.80 m per side (see blue marks on the left picture)
- Hire Charge** complete version: 1,180.00 EUR per 4-sided pillar branding
short version: 810.00 EUR per 4-sided pillar branding
- Production/ Installation** complete version: 1,475.00 EUR per 4-sided pillar branding
short version: 1,375.00 EUR per 4-sided pillar branding
- Status** Availability upon request

Bench Displays, each 2-sided

- Location** outdoor positions by arrangement: e.g. directly in the entrance area to hub27
- Size (w x h)** 2.05 m x 2.05 m per side
(2 sides per display)
- Hire Charge** 1,665.00 EUR per 2-sided display
- Production/ Installation** 405.00 EUR per 2-sided display
- Status** Availability upon request

HUB27 – INDOORS



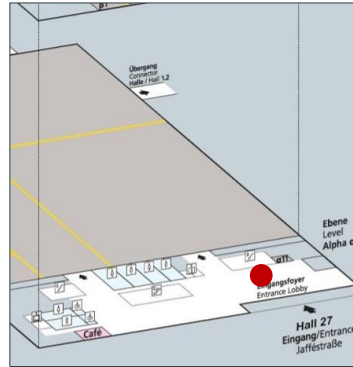
Floor Graphics and Carpet Brandings

Location	indoor positions by arrangement: e.g. in the middle foyers and passageways
Size (w x h)	e.g. 1.00 m x 1.00 m per graphic e.g. 2.00 m x 2.00 m per graphic Other formats and shapes are possible.
Hire Charge	e.g. 165.00 EUR per graphic e.g. 435.00 EUR per graphic
Production/ Installation	e.g. 105.00 EUR per graphic e.g. 335.00 EUR per graphic
Status	Availability upon request.

1 Hanging Banner next to the Entrance to Hall A, 1-sided

Location	in the entrance foyer next to the elevator and the right entrance to the Event Hall A
Size (w x h)	9.40 m x 1.90 m
Hire Charge	4,440.00 EUR
Production/ Installation	2,055.00 EUR
Status	Availability upon request.

HUB27 – INDOORS



Hanging Banners in the Entrance Foyer, each 2-sided

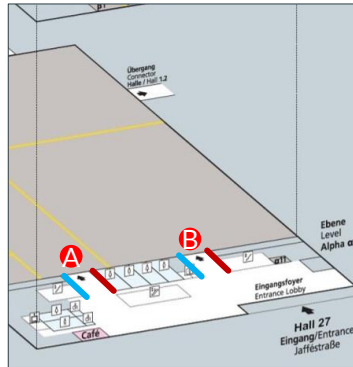
Location e.g. in the Entrance Foyer in front of the entrance / exit doors
Other positions and formats are possible.

Size (w x h) e.g. 9.45 m x 2.00 m per double-sided banner
(print on front and back side)

Hire Charge e.g. 8,180.00 EUR per double-sided banner

Production/ Installation e.g. 2,520.00 EUR per double-sided banner

Status Availability upon request.



Entrance Banners to Hall A

Location lateral entrance banners to Hall A at the walls:
2 banners at the left entrance to Hall A (see positions A on the left map)
2 banners at the right entrance to Hall A (see positions B on the left map)

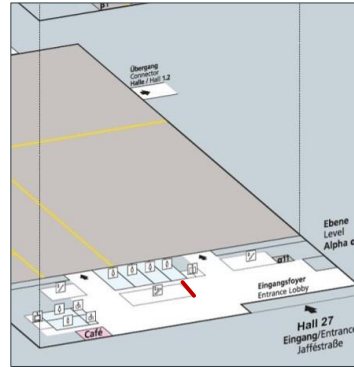
Size (w x h) left banners: 5.00 m x 3.10 m each (see blue marks on the left map)
right banners: 6.50 m x 3.10 m each (see red marks on the left map)

Hire Charge left banners: 3,245.00 EUR each
right banners: 4,220.00 EUR each

Production/ Installation left banners: 1,450.00 EUR each
right banners: 1,970.00 EUR each

Status Availability upon request.

HUB27 – INDOORS



1 Hanging Banner in front of the Staircase to the Beta Level, 2-sided

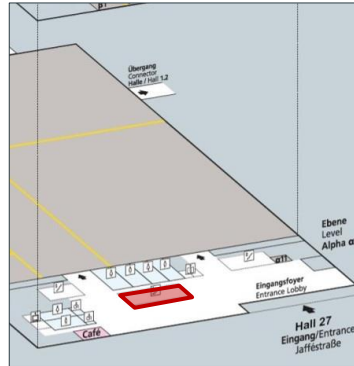
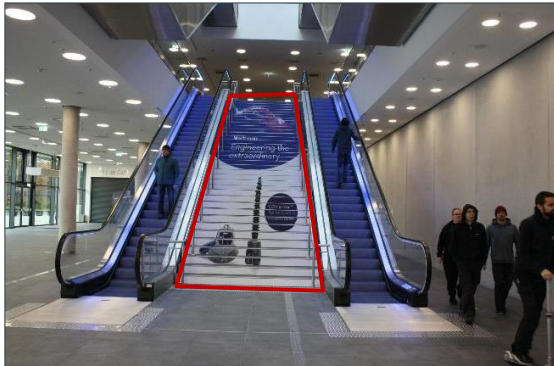
Location in the entrance foyer in front of the escalators and stairs, double-sided (see red mark on the left photo)

Size (w x h) 7.00 m x 0.992 m per side (print on front and back side)

Hire Charge 1,640.00 EUR

Production/ Installation 1,750.00 EUR

Status Availability upon request.



Stair Graphics at the Steps to the Beta Level

Location stairs leading from the entrance foyer up to the Beta level (see red mark on the left photo)

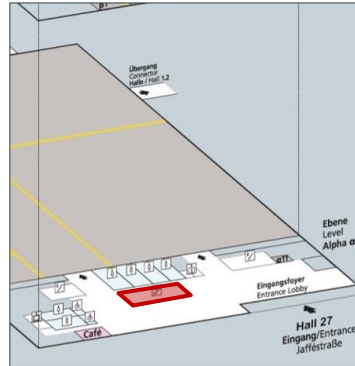
Size (w x h) 2.88 m x 0.145 m per step graphic (37 steps in total)

Hire Charge 4,775.00 EUR for 37 step graphics

Production/ Installation 1,345.00 EUR for 37 step graphics

Status Availability upon request.

HUB27 – INDOORS



Balustrade Graphics at the Escalators to the Beta Level

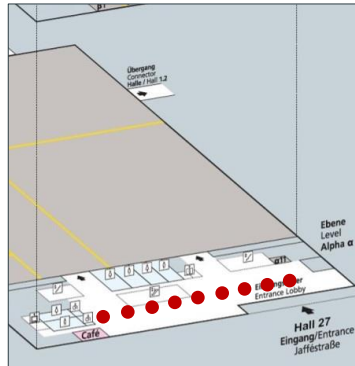
Location 2 escalators leading from the entrance foyer up to the Beta Level (see red marks on the left photo)

Size (w x h) approx. 50 m² per escalator, i.e. for 2 balustrades

Hire Charge 3,080.00 EUR per escalator, i.e. for 2 balustrades

Production/ Installation 4,470.00 EUR per escalator, e.g. for 2 balustrades

Status Availability upon request



9 Pillar Brandings in the Entrance Foyer, each 4-sided

Location 9 pillars side by side directly in the entrance foyer (see red marks on the left photo)

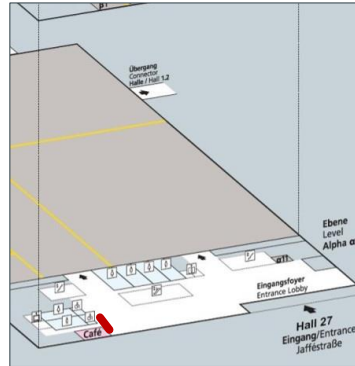
Size (w x h) e.g. 0.60 m x 4,10 m per side (4 sides per pillar)
Other sizes on demand.

Hire Charge e.g. 810.00 EUR per 4-sided pillar branding

Production/ Installation e.g. 1,475.00 EUR per 4-sided pillar branding

Status Availability upon request.

HUB27 – INDOORS



1 Banner next to the hub27 Café

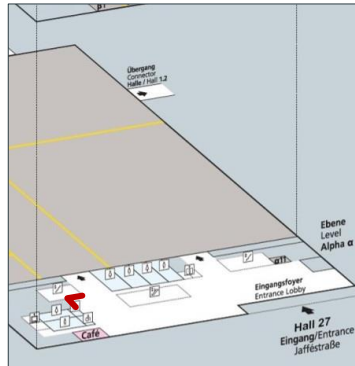
Location in the entrance foyer next to the café entrance
(see red mark on the left photo)

Size (w x h) 4.75 m x 1.90 m

Hire Charge 2,130.00 EUR

**Production/
Installation** 1,210.00 EUR

Status **Availability upon request.**



2 Banners next to the left Entrance to Hall A

Location in the entrance foyer nearby the left hall entrance
(see red marks on the left photo)

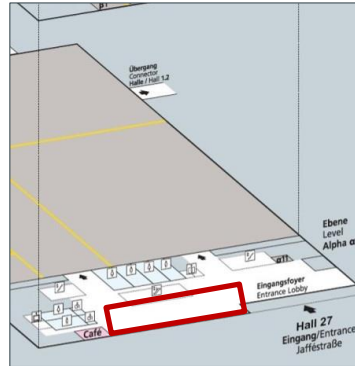
Size (w x h) position 1: 6.70 m x 1.90 m
position 2: 5.20 m x 1.90 m

Hire Charge position 1: 3,010.00 EUR
position 2: 2,130.00 EUR

**Production/
Installation** position 1: 1,560.00 EUR
position 2: 1,120.00 EUR

Status **Availability upon request**

HUB27 – INDOORS



Display Frames in the Entrance Foyer, each 2-sided

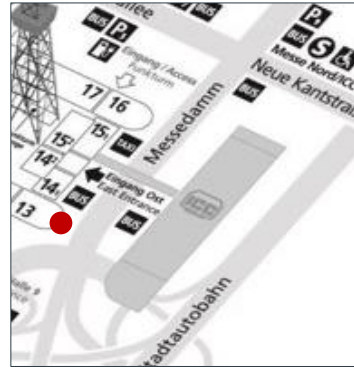
Location	indoor positions by arrangement, e.g. directly in the entrance foyer
Size (w x h)	1.00 m x 2.00 m per side (2 sides per display)
Hire Charge	545.00 Euro per 2-sided display
Production/ Installation	365.00 Euro per 2-side display
Status	Availability upon request.



ADVERTISING SPACES “MESSEDAMM” HIGH TRAFFIC AREA

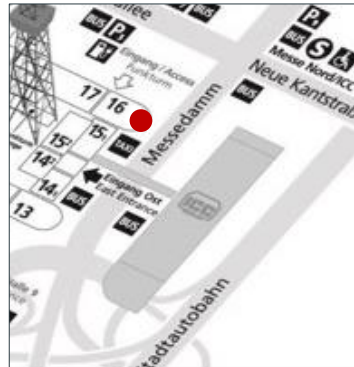


HIGH TRAFFIC – OUTDOORS



1 Rotunda Hall 13

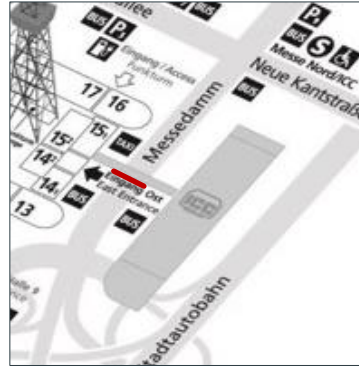
- Location** up tp 17 components at the Rotunda Hall 13 facing the main road “Messedamm”: ascend and descent to highway
- Size (w x h)** 3.04 m x 3.00 m per component, i.e. 51.68 m x 3.00 m in total (17 components) > minimum 3 components per exhibitor advertising, i.e. min. 9.12 m x 3.00 m (see red marked area)
- Hire Charge** e.g. 4,200.00 EUR for 3 components (out of max. 17)
- Production/ Installation** e.g. 1,170.00 EUR for 3 components (out of max. 17)
- Status** [Availability upon request.](#)



1 Rotunda Hall 16

- Location** up tp 18 components at the Rotunda Hall 16 facing the main road “Messedamm”, “Masurenallee” and “Neue Kantstraße”: ascend and descent to highway
- Size (w x h)** 3.04 m x 3.00 m per component, i.e. 54,72 m x 3.00 m in total (18 components) > minimum 3 components per exhibitor advertising, i.e. min. 9.12 m x 3.00 m (see red marked area)
- Hire Charge** e.g. 4,200.00 EUR for 3 components (out of max. 18)
- Production/ Installation** e.g. 1,170.00 EUR for 3 components (out of max. 18)
- Status** [Availability upon request.](#)

HIGH TRAFFIC – OUTDOORS



1 Mega-Banner at the ICC Bridge South

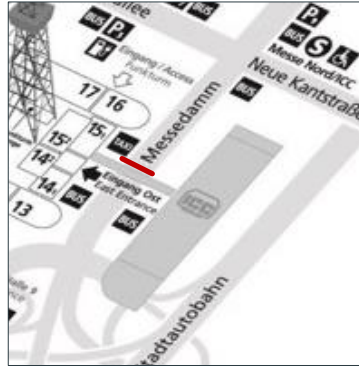
Location at the ICC Bridge South directly above the main road "Messedamm": connection between the ICC Berlin and the Berlin exhibition site

Size (w x h) 20.00 m x 4.24 m (see red marked area)

Hire Charge 8,325.00 EUR

Production/ Installation 2,495.00 EUR

Status [Availability upon request.](#)



1 Mega-Banner at the ICC Bridge North

Location at the ICC Bridge North directly above the main road "Messedamm": connection between the ICC Berlin and the Berlin exhibition site

Size (w x h) 20.00 m x 4.24 m (see red marked area)

Hire Charge 8,325.00 EUR

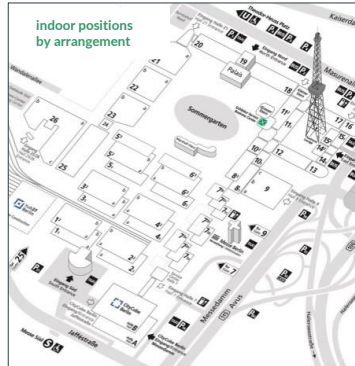
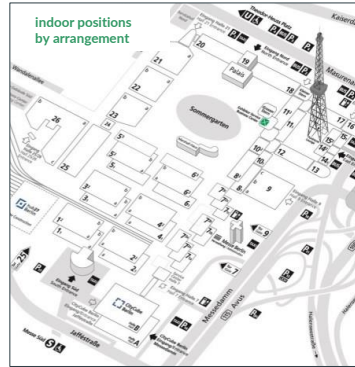
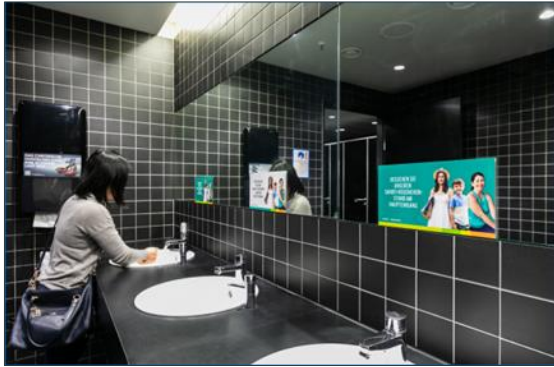
Production/ Installation 2,495.00 EUR

Status [Availability upon request.](#)

ADVERTISING SPACES SANITARY FACILITIES



SANITARY FACILITIES – INDOORS



Mirror Brandings

Location high-quality adhesive foils on the mirrors in the lavatories:
exact positions by arrangement

Size (w x h) e.g. 0.30 m x 0.15 m per graphic
Other formats and positions are possible.

Hire Charge e.g. 250.00 EUR for 10 mirror brandings

**Production/
Installation** e.g. 255.00 EUR for 10 mirror brandings

Status Availability upon request.

Towel Dispenser Brandings

Location high-quality adhesive foils on the towel dispensers in the lavatories:
exact positions by arrangement

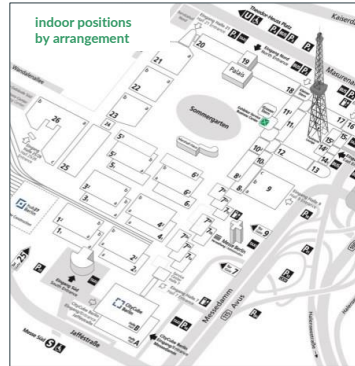
Size (w x h) e.g. 0.30 m x 0.15 m per graphic
Other formats and positions are possible.

Hire Charge e.g. 250.00 EUR for 10 towel dispenser brandings

**Production/
Installation** e.g. 255.00 EUR for 10 towel dispenser brandings

Status Availability upon request.

SANITARY FACILITIES – INDOORS



Door Brandings

Location high-quality adhesive foils at the doors in the lavatories as well as in the toilets:
exact positions by arrangement

Size (w x h) e.g. 0.30 m x 0.15 m per graphic
Other formats and positions are possible.

Hire Charge e.g. 250.00 EUR for 10 door brandings

**Production/
Installation** e.g. 255.00 EUR for 10 door brandings

Status Availability upon request.



GET IN TOUCH WITH US!

WE LOOK FORWARD TO MEETING YOU!

GIVE US A CALL OR WRITE US AN E-MAIL:

PHONE: +49(0)30 3038-2525

E-MAIL: ADVERTISING@MESSE-BERLIN.DE

LET'S BOOST YOUR VISIBILITY BEYOND YOUR BOOTH

Luis Humpert

Junior Marketing Manage

Emily Frieden

Junior Marketing Manager

Gudrun Mehlhase

Senior Marketing Manager

Lilith Strebl-Schneider

Marketing Director

Kristina Bendler

Senior Marketing Manager

Tuba Ipek

Senior Marketing Manager

Leopold Benecke

Junior Marketing Manager

Important note on prices:

All indicated prices plus Value Added Tax. Subject to change. Subject to confirmation. The indicated prices apply to the period of the exhibition. Prices for production and installation are subject to fluctuations due to the dynamic price development of some materials used and can thus only be offered without obligation. Agency commissions will not be accorded.

Prices do not include graphic design/layout.